

## ORDER



**Orders**  
**Order / Rev:** 706477  
**Alt Order #:** 06277573  
**Product Desc:** PRIORITIES USA ACT  
**Estimate:** 1561  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mundy Katowitz Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G St SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	38	\$54,150.00	\$46,027.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	38	\$54,150.00	\$46,027.50	0.00
<b>Totals</b>	<b>38</b>	<b>\$54,150.00</b>	<b>\$46,027.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/21/12	09/21/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,200.00		0.00			
2	WKYC	09/21/12	09/21/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$450.00		0.00			
3	WKYC	09/21/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$800.00		0.00			
4	WKYC	09/21/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,400.00		0.00			
5	WKYC	09/21/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,800.00		0.00			

Order / Rev: 706477  
 Alt Order #: 06277573  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA ACT  
 Estimate: 1561

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/21/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$800.00		0.00						
7	WKYC	09/24/12	09/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,200.00		0.00						
8	WKYC	09/24/12	09/24/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$650.00		0.00						
9	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$2,500.00		0.00						
10	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,800.00		0.00						
11	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,800.00		0.00						
12	WKYC	09/24/12	09/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,800.00		0.00						
13	WKYC	09/22/12	09/22/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$2,500.00		0.00						
14	WKYC	09/22/12	09/22/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$4,000.00		0.00						
15	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$1,800.00		0.00						
16	WKYC	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$1,800.00		0.00						
17	WKYC	09/20/12	09/20/12	M-F 10-11a M-F 10-11a	CM	10a-11a	---T---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$800.00		0.00						
18	WKYC	09/20/12	09/20/12		CM	3p-4p	---T---	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00

Order / Rev: 706477  
 Alt Order #: 06277573  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA ACT  
 Estimate: 1561

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p The Doctors											
				DOCTORS<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$650.00		0.00						
19	WKYC	09/20/12	09/20/12	Early Today Early Today	CM	4a-430a (4:00 AM-4:30 AM)	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				EARLY TDAY-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$100.00		0.00						
20	WKYC	09/20/12	09/20/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$2,500.00		0.00						
21	WKYC	09/20/12	09/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				CH 3 NWS AT 7<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$2,500.00		0.00						
22	WKYC	09/20/12	09/20/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$1,800.00		0.00						
23	WKYC	09/20/12	09/20/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$800.00		0.00						
24	WKYC	09/18/12	09/18/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,200.00		0.00						
25	WKYC	09/18/12	09/18/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				RACHAEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$450.00		0.00						
26	WKYC	09/18/12	09/18/12	Early Today Early Today	CM	4a-430a (4:00 AM-4:30 AM)	-T-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				EARLY TDAY-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$100.00		0.00						
27	WKYC	09/18/12	09/18/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$850.00		0.00						
28	WKYC	09/18/12	09/18/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,400.00		0.00						
29	WKYC	09/18/12	09/18/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$2,500.00		0.00						
30	WKYC	09/18/12	09/18/12		CM	730-8p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00

Order / Rev: 706477  
 Alt Order #: 06277573  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA ACT  
 Estimate: 1561

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ENT TONIGHT 30< M-F 730-8p Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,800.00		0.00						
31	WKYC	09/18/12	09/18/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW2-NBC Start Date: 09/17/12, End Date: 09/23/12, Weekdays: -T-----, Spots/Week: 1, Rate: \$800.00, Rating: 0.00															
32	WKYC	09/19/12	09/19/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
TONITE SHW-NBC< Start Date: 09/17/12, End Date: 09/23/12, Weekdays: --W----, Spots/Week: 1, Rate: \$1,200.00, Rating: 0.00															
33	WKYC	09/19/12	09/19/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW3-NBC< Start Date: 09/17/12, End Date: 09/23/12, Weekdays: --W----, Spots/Week: 1, Rate: \$800.00, Rating: 0.00															
34	WKYC	09/19/12	09/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
ELLEN< Start Date: 09/17/12, End Date: 09/23/12, Weekdays: --W----, Spots/Week: 1, Rate: \$800.00, Rating: 0.00															
35	WKYC	09/19/12	09/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
DR. PHIL Start Date: 09/17/12, End Date: 09/23/12, Weekdays: --W----, Spots/Week: 1, Rate: \$1,400.00, Rating: 0.00															
36	WKYC	09/19/12	09/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH3 NEWS TODAY Start Date: 09/17/12, End Date: 09/23/12, Weekdays: --W----, Spots/Week: 1, Rate: \$1,800.00, Rating: 0.00															
37	WKYC	09/19/12	09/19/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW Start Date: 09/17/12, End Date: 09/23/12, Weekdays: --W----, Spots/Week: 1, Rate: \$1,800.00, Rating: 0.00															
38	WKYC	09/19/12	09/19/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
ENT TONIGHT 30< Start Date: 09/17/12, End Date: 09/23/12, Weekdays: --W----, Spots/Week: 1, Rate: \$1,800.00, Rating: 0.00															
													Totals	38	\$54,150.00